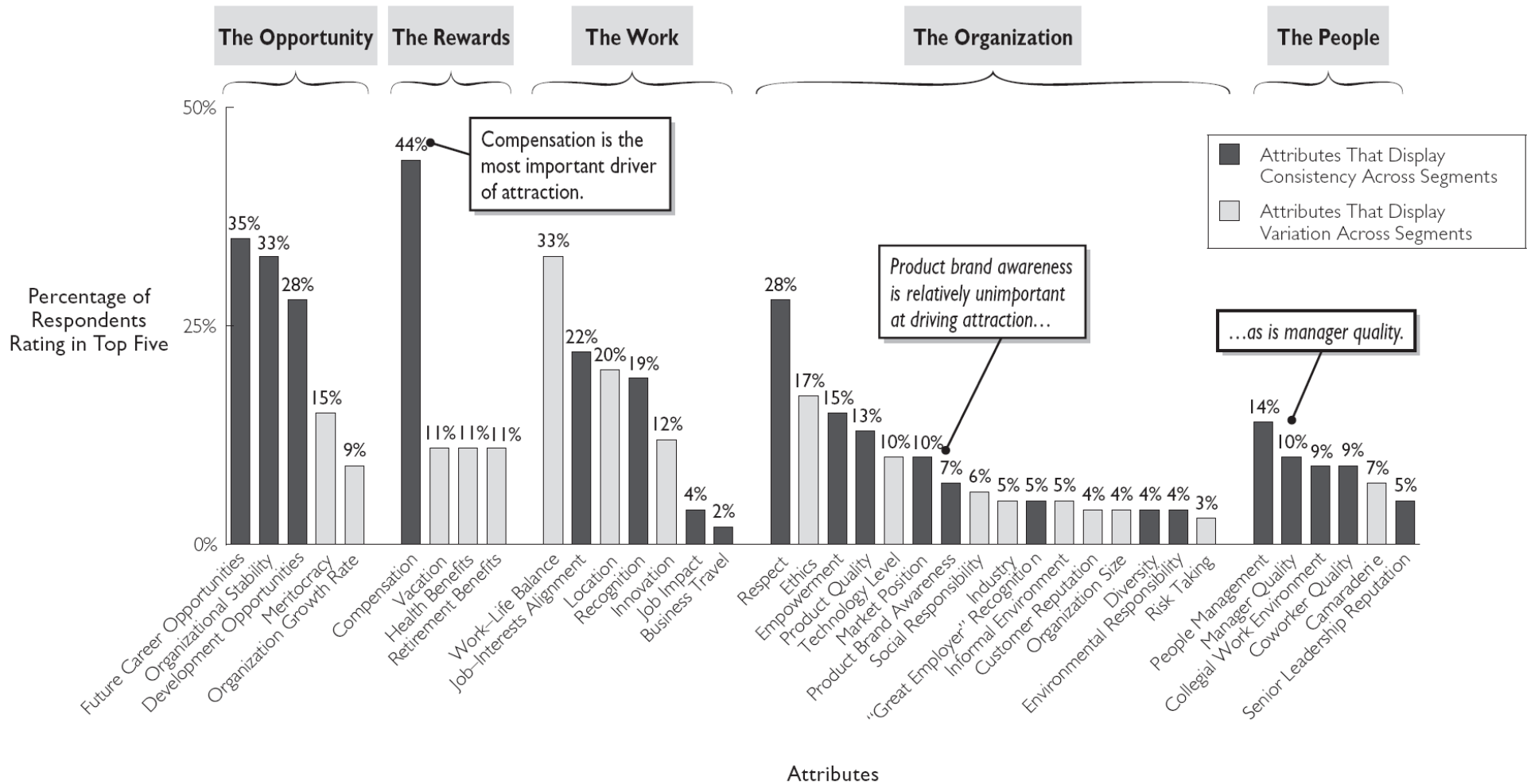


# OPPORTUNITY AND REWARDS ARE MOST IMPORTANT

## *Compensation and career opportunities show disproportionate returns at improving attraction*

Percentage of Respondents Rating EVP Attribute in Top Five Most Important for Assessing Potential Employers



Note: Each bar represents the percentage of respondents reporting attributes as top five in importance when evaluating an organization as a potential employer. The data above represent the aggregate level of attribute importance at the country-level averaged across countries.

The relative variation of attributes is calculated by the ratio of the standard deviation of the importance of the attribute to the average importance of

Source: Corporate Leadership Council, Employment Value Proposition Survey; Corporate Leadership Council research.